

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.
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A New Look at Profits

"Ideas Ideas Ideas"

**to help you turn problems into profits
— presented by NACS/Philip Morris USA
at the NACS Convention**

The all-new 1975 edition of "Ideas, Ideas, Ideas" will premiere September 23, following luncheon in the Celebrity Room of the MGM Grand, Las Vegas. This presentation will feature the latest developments in Merchandising, Energy Conservation and Distribution Systems.

"Mini-talk" sessions will follow, offering you the opportunity to discuss these topics in depth with the innovators of the ideas presented.

These factual case-history reports can help you make more money — and help you make your Convenience Store mean more to your customers.

**Another profit-making idea from
Philip Morris USA**



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